



INSIDE!

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The Throne of Music

There is a good reason why the largest majority of the nation's music operators are clamoring for Mills Throne of Music Phonograph.

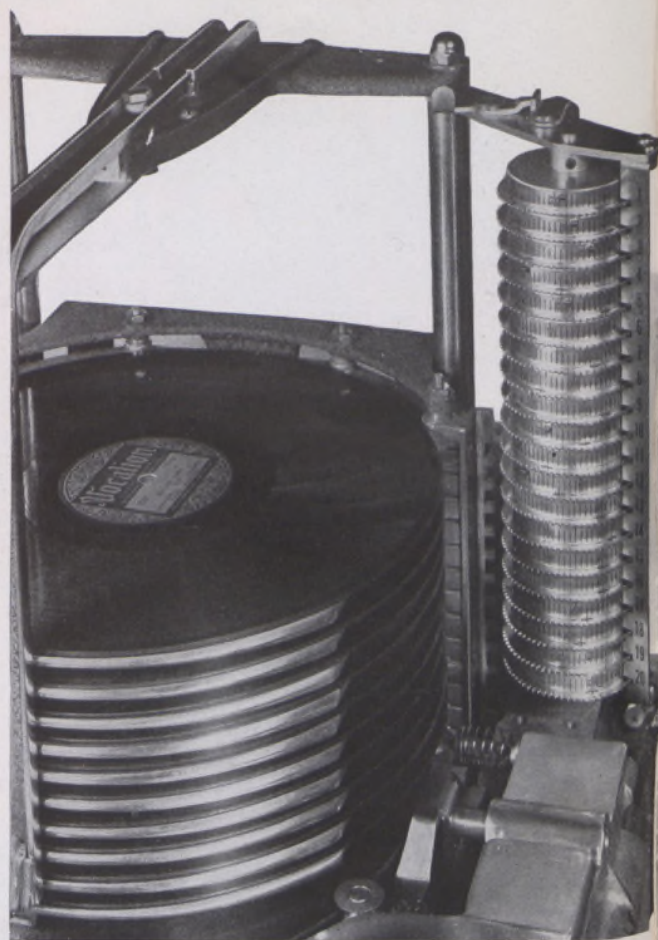
There is a very good reason, too, why the Throne of Music is the choice of the very best spots in the land, and why it excels in beauty of appearance, in tone, in all around musical performance and especially in EARNING POWER.

The Mills Throne of Music is a COMPLETE PHONOGRAPH, designed to do a complete phonograph's job. The entire machine is simpler, stronger, and more accurate than anything else on the market; and being an ALL-NEW phonograph, *with nothing carried over from bygone years*, it wins first place in every comparison just because it has every feature wanted by operator, player and location for today's operating.

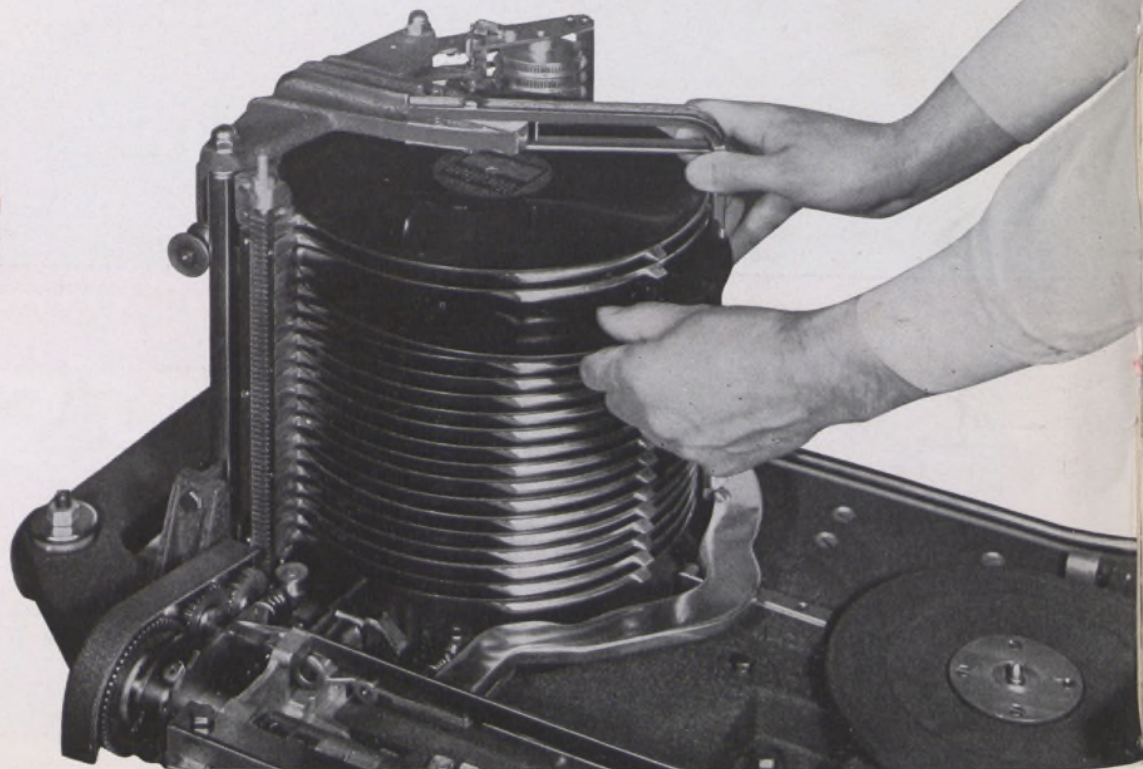
Let's lift the hood and look at this thrilling machine!

1

1. Positive Mechanical Selector. 20 keys on its piano keyboard selector, each 11/16 inches wide, a broad expanse for any finger. When the key is pressed, selection is made mechanically. A light touch does it, but the manipulation is firm and precise and there is no possibility of jarring neighboring keys and thus getting an unwanted selection. The key stays down till just before the record starts playing. Then it pops back to normal position and the number of the record being played shows in window at left.



3

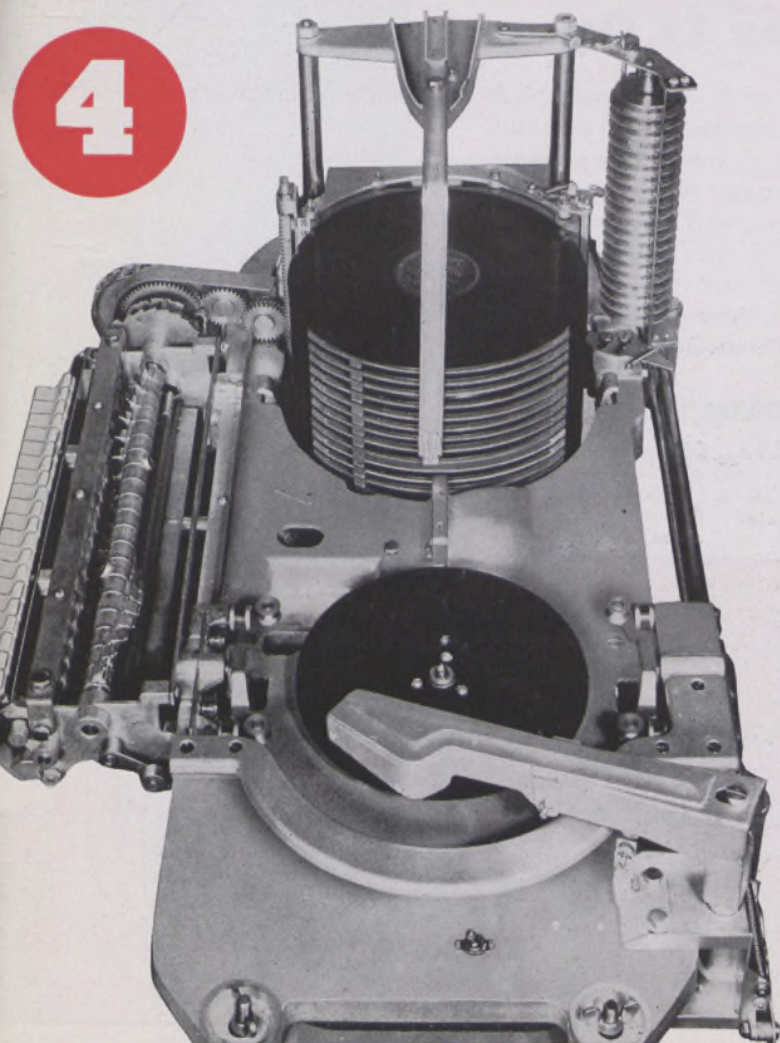


2



2. Stationary Turntable. Flywheel type, maintains constant speed. The record is set down on it and then picked up. It never changes its own position, doesn't raise or lower. A separate motor is used for driving this turntable, a motor especially designed for this purpose. Stable revolutions preserve an accurate sound track in the grooves of the record and thus insure better reproduction.

4

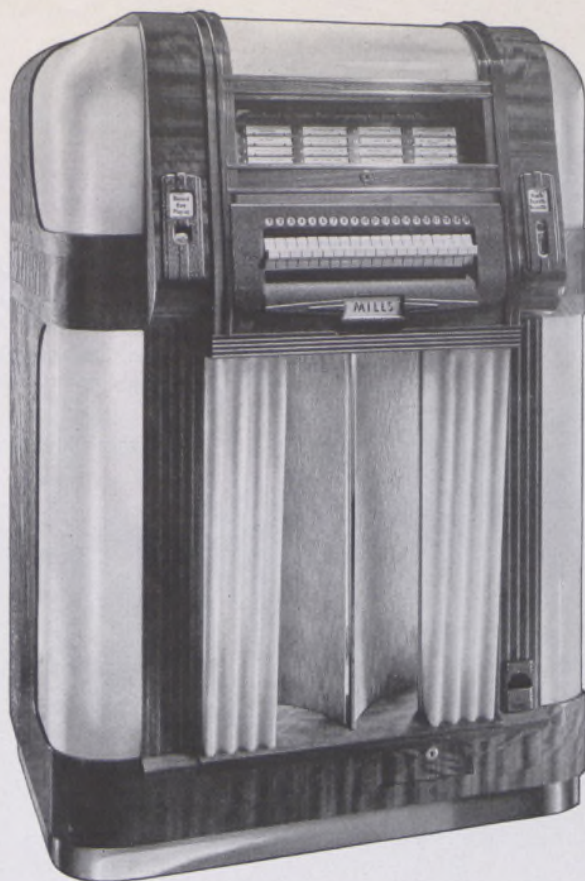


3. Twenty-Record Magazine. Holds twenty records. Every record is completely supported in the magazine to prevent warping; no individual steel discs are used. The easy loading, unloading, or changing of one or all records is a feature you'll appreciate on every call. In "idle" position magazine is always in top of cabinet. Record numbers shown on side strip. Reach in, unlock guards, change any or all records in a jiffy—just as easy as placing groceries on a shelf!

4. Tone Arm. Lightweight tone arm putting only $2\frac{3}{4}$ ounces of weight on record. Assures longer record wear.

5. Strong, Substantial Chassis. Single aluminum frame, floating on rubber, is the base on which all mechanism units are mounted. An unshakable foundation to support the best and strongest of all phonograph mechanisms.

6. A Two-Motor Job. The Throne of Music uses two motors, one for the record-changing mechanism, one solely to drive the turntable at constant speed. This is the big secret of its dependable electrical performance.



The Door Is Open

The Mills Throne of Music Phonograph is beautiful—not just because it *looks* beautiful, but because its superb mechanism gives the kind of performance that swells the cash box contents. The opportunity to operate this No. 1 instrument is open to you and the premier locations in your territory are waiting to be supplied. Move NOW to entrench yourself with the Throne of Music!

Mills Novelty Company
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